

ORDER



Orders
Order / Rev: 719935
Alt Order #: 06361422
Product Desc: JIM RENACCI/CONGRESS
Estimate: 3306
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Media & Advocacy Grp/ POI
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Jim Renacci for Congress
Demographic: A35-64
Product Codes: PL-US House Representative
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/09/12 | 14 | \$10,600.00 | \$9,010.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|-------------------|-------------|
| October 2012 | 14 | \$10,600.00 | \$9,010.00 | 0.00 |
| Totals | 14 | \$10,600.00 | \$9,010.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WKYC | 10/05/12 | 10/05/12 | M-F 430a-5a 430a News | CM | 430a-5a | ----F-- | :30 | 1 | \$300.00 | P-1 | 0.00 | NM | 1 | \$300.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | 1 | | | \$300.00 | | 0.00 | | | |
| E 2 | WKYC | 10/05/12 | 10/05/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | ----F-- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | ----F-- | | | 1 | | | \$650.00 | | 0.00 | | | |
| E 3 | WKYC | 10/08/12 | 10/08/12 | M-F 430a-5a 430a News | CM | 430a-5a | M----- | :30 | 1 | \$300.00 | P-1 | 0.00 | NM | 1 | \$300.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | 1 | | | \$300.00 | | 0.00 | | | |
| E 4 | WKYC | 10/08/12 | 10/08/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | M----- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | 1 | | | \$650.00 | | 0.00 | | | |
| E 5 | WKYC | 10/06/12 | 10/06/12 | Saturday Night Live Saturday Night Live | CM | 1130p-107a | -----S- | :30 | 1 | \$1,600.00 | P-2 | 0.00 | NM | 1 | \$1,600.00 |
| SAT NITE LIVE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | | | 1 | | | \$1,600.00 | | 0.00 | | | |

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 Alt Order #: 06361422
 Flight Dates: 10/03/12 - 10/09/12

Advertiser: Jim Renacci for Congress
 Product Desc: JIM RENACCI/CONGRESS
 Estimate: 3306

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------|------|-------------------|-----------------|--|-------------------|------------------|-------------|-----|---------------|------------|-----|------|--------|-------|-------------|
| E 6 | WKYC | 10/06/12 | 10/06/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| ET WEEKEND | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 7 | WKYC | 10/06/12 | 10/06/12 | Notre Dame Football Notre Dame Football | CM | Notre Dame Footb | -----S- | :30 | 2 | \$1,800.00 | P-2 | 0.00 | NM | 2 | \$3,600.00 |
| NCAAF: ND VS MIAMI | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S- | 2 | | \$1,800.00 | | 0.00 | | | | | | |
| E 8 | WKYC | 10/04/12 | 10/04/12 | M-F 430a-5a 430a News | CM | 430a-5a | ---T--- | :30 | 1 | \$300.00 | P-1 | 0.00 | NM | 1 | \$300.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 9 | WKYC | 10/04/12 | 10/04/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | ---T--- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | ---T--- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 10 | WKYC | 10/09/12 | 10/09/12 | M-F 430a-5a 430a News | CM | 430a-5a | -T----- | :30 | 1 | \$300.00 | P-1 | 0.00 | NM | 1 | \$300.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 11 | WKYC | 10/09/12 | 10/09/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | -T----- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$650.00 | | 0.00 | | | | | | |
| E 12 | WKYC | 10/03/12 | 10/03/12 | M-F 430a-5a 430a News | CM | 430a-5a | --W---- | :30 | 1 | \$300.00 | P-1 | 0.00 | NM | 1 | \$300.00 |
| CH 3 NEWS 430A< | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 13 | WKYC | 10/03/12 | 10/03/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | --W---- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 1 | \$650.00 |
| CH3 NEWS SUNRS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | --W---- | 1 | | \$650.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 14 | \$10,600.00 |